

## ABSTRACT OF THE DISCLOSURE

A lens drive mechanism includes first and second sub-lens group frames for supporting first and second sub-lens groups; a support frame for supporting the first and second sub-lens group frames; a first linear guide mechanism which linearly guides the first sub-lens group frame and prevents rotation thereof; a second linear guide mechanism which linearly guides the second sub-lens group frame, while limiting rotation thereof, at two extremities of rotation thereof; a lens frame shift mechanism for causing the first and second sub-lens group frames to move to the mutually close or distant position; and a linear displacement mechanism which integrally moves the first and second sub-lens group frames in the optical axis direction, in the mutually close or distant position. A linear guide clearance of the first linear guide mechanism is larger than a linear guide clearance of the second linear guide mechanism.